

Amendment to the Claims

Please amend claims 10, 47 and 49 as set forth below:

10. (Twice Amended) The method of claim 1, further comprising the step of obtaining demographic information concerning an intended viewer [view] of [a] the programming prior to said step of selecting, and employing said demographic information in said step of selecting.

47. (New) The method of claim 1 further comprising the step of obtaining desired content information concerning an intended viewer of the programming prior to said step of selecting, and employing said desired content information in said step of selecting.

49. (New) The method of claim 1 further comprising the step of obtaining desired style information concerning an intended viewer of the programming prior to said step of selecting, and employing said desired style information in said step of selecting.